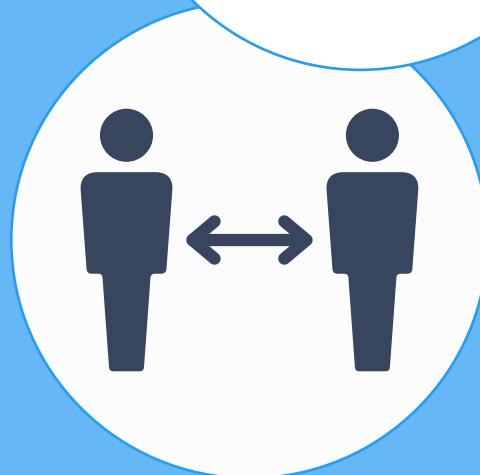


SUPPORTING YOUR BUSINESS THROUGH RECOVERY

IN THIS TOGETHER

We want to help you to trade safely, so we have produced this handy guide to help your business stay Covid secure and play its part in the district's economic recovery.

If you spot an error or a gap in our information you would like us to fill, please let us know by emailing business@canterbury.gov.uk.





KEEPING YOUR STAFF SAFE

RISK ASSESSMENT

Unless you are an expert in health and safety, no-one relishes carrying out a risk assessment. But doing so will help keep everyone safe, reassure your staff and customers and make the shopping experience a positive one. If you are yet to do this, the risk assessment guidance from the [**Health and Safety Executive**](#) will help. Your risk assessment highlights what steps you should take to protect your staff, whether that is PPE, protective screens etc. Please note, if you do not carry out a risk assessment then the Health and Safety Executive (HSE) or your local council can issue an enforcement notice.

Keeping your staff safe is key, so here are a few suggestions of things to help your staff feel confident:





COMMUNICATION:

Provide your staff with the full risk assessment so they can see the work you have implemented to keep them safe

Protect the mental health of your staff - be proactive in signposting to places where they can get support like this [NHS website](#)

Provide ongoing staff training to give them confidence to manage distancing and other safety measures, this in turn will help customers feel safe and comfortable

Create bubble teams on rota so that they can build a support network and if one team member displays symptoms it will be quicker and easier to manage the potential spread

Ensure all staff information is clear to prevent miscommunication

HYGIENE:

Ensure cleaning, handwashing and hygiene procedures are in place

Encourage frequent handwashing and surface cleaning

Provide hand sanitiser at strategic points around the workplace such as entry/exit points

Arrange frequent cleaning and disinfecting of objects and surfaces that are touched regularly and busy zones, such as entrance areas and canteens

Provide clear use and cleaning guidance for toilets to ensure they are kept clean

Place your cleaning checklists somewhere visible

DISTANCING:

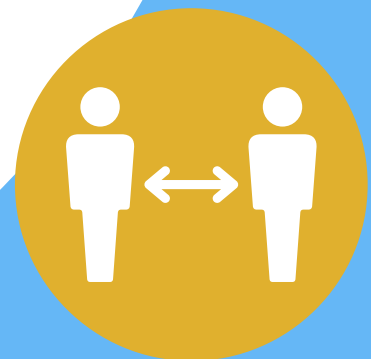
Provide PPE for your staff

Physically rearrange work areas to keep people 2m apart wherever possible

Stagger opening and closing hours

Avoid sharing workstations

Arrange one-way route through the workplace if possible



DIFFERENT BUSINESSES HAVE DIFFERENT NEEDS

Government guidance is constantly evolving and it is your responsibility to keep up to date. The following government links have been designed to give you advice for your type of business. Each one has specific actions for businesses to take:

[Shops and branches](#)

[Restaurants, pubs, bars and takeaway services](#)

[Offices and contact centres](#)

[Working from vehicles](#)

[In other people's home](#)

[Factories, plants and warehouses](#)

[Labs and research facilities](#)

[Construction and other outdoor work](#)

[Advice for cleaning in a non-healthcare setting](#)

[Close contact services such as hairdressers](#)

[Hotels and other guest accommodation](#)

[Heritage locations](#)

KEEPING YOUR CUSTOMERS SAFE

Follow the latest government guidelines to see what is permitted in your business: [gov.uk/coronavirus](https://www.gov.uk/coronavirus) (you can also register to receive regular email updates).

THE NHS COVID-19 APP

This free app enables businesses to meet the legal requirements to record contact details of customers, visitors and staff on the premises. Visit the government website to register for your NHS Test and Trace QR code. This is relevant for any business, place of worship or community organisation with a physical location that is open to the public or an event which is taking place in a physical location.

Once you have registered for your QR code you must display the [NHS QR code posters](#)

COMMUNICATION

Customers are at the heart of every business and the way you communicate with them says a lot about how you value their custom. Here are some suggestions to increase customer confidence:

Use a host to welcome customers and manage the queues in a friendly way while explaining how their visit will work (where possible)

Create signs showing people the route around your store and restrictions on numbers

Keep your website, google business account and social media channels up to date so your customers know what to expect (opening hours, booking system, number of people permitted, etc.)

Make cancellations easy to prevent no shows - check your website, how easy is it to find your cancellation policy?

Set up a booking system, collection slots or individual appointments to manage numbers

Communicate your Covid measures to customers by claiming your free listing on The Locale app (see page 6 for details)

Display signs showing people the route around your store and restrictions on numbers. A free A4 and A3 poster is available to order by emailing business@canterbury.gov.uk





HYGIENE

Ensure visitors wear a face covering or mask

Provide hand sanitiser to visitors on arrival

Arrange frequent cleaning and disinfecting of objects and surfaces that are touched regularly and busy zones, such as entrance areas

Place your cleaning checklists somewhere visible for customers to see



DISTANCING

Use floor tape or paint to mark areas and appropriate signage to help people keep to a 2m distance wherever possible

Arrange one-way traffic through the retail area

Discuss queueing with neighbouring businesses and ensure a system is in place to allow other pedestrians past and keep queueing customers safe

Switch to seeing customers by appointment if relevant

Consider the opening hours of your business to spread out visits at high volume times

Make use of your outdoor space by applying for a pavement licence



TABLES AND CHAIRS

Businesses that want to sell their products outside their premises can apply for a pavement licence from Canterbury City Council. This is a temporary arrangement until September 2021. The licence allows businesses to place tables and chairs on the pavement outside the premises, meaning they can maximise their capacity – but they **MUST** stick to social distancing guidelines at all times:

The council has a maximum of 14 days in which to decide an application

Applications cost £100

Applicants must demonstrate their tables and chairs will not cause an obstruction or danger to pedestrians, and that there will be no negative impact on neighbouring properties, noise, litter and anti-social behaviour

Online application: [canterbury.gov.uk/pavement-licensing](https://www.canterbury.gov.uk/pavement-licensing)

FURTHER SUPPORT

ACCREDITATION

COVID-accreditation schemes give greater confidence to your customers when they visit your business, you may want to consider applying for one of the following accreditation schemes:

[AA COVID Confident](#)

[Good to Go](#)

THE LOCALE APP

A free app called [The Locale](#) has been launched to help increase customer confidence in returning to UK high streets. Canterbury will be one of the first districts to pilot the app alongside Edinburgh, Durham and Newcastle. It takes a few minutes to sign up and has been created to:

Promote your business's covid safety measures and current services

Promote your outdoor space (where relevant)

Monitor your capacity in real-time – are you open, filling up or getting busy – and promotes it to your customers (where relevant)


Highlight your queue length (where relevant)

Make it easy for customers to find you

Link in with any existing apps you have, for example, track and trace, menu ordering and google business

There are also plans to introduce booking, ordering and payment. As well as, developing a route-finding function to signpost customers, drive footfall and increase dwell time to improve the customer experience.



 SCAN ME

OTHER SOURCES OF ADVICE AND INFORMATION

[For specific advice for your industry](#)

[General advice on working safely](#)

[Talking with your workers](#)

[Managing risk and risk assessment](#)

Latest news and advice on coronavirus from [government](#) and the [HSE](#)

For business support enquiries please contact:
business@canterbury.gov.uk

This document is produced by:
Canterbury City Council and
Canterbury BID.

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